I. **Call to Order – T. Bishop (1:06pm)**

II. **Approval of November 16, 2011 Meeting Minutes**

   E. Hansen made a motion to approve the November 16, 2011 meeting minutes as presented. A. Quick seconded the motion.

   Having no additions, deletions, or corrections, the motion was carried unanimously.

III. **Faculty Athletics Representative – M. Streb**

   Working on submitting nominations for three student-athlete post-graduate scholarships for Kristin Hoffman (VB), Finn Jor (MSO) and Adam Kiel (FB). Will also be submitting Kristin Hoffman for the Walter Byers Award, the NCAA’s most prestigious award.

   J. Compher, D. Boughton and he will be going to Mid-American Conference meetings this week and will report at our meeting next month.

   Most of the NCAA proposed legislation that was discussed at November’s meeting has been tabled, though some of the academic agenda items did move forward. The APR (Academic Progress Rate) will be increasing from 925 to 930. If institutions do not meet the 930, there are penalties. L. Hicks said that the APR change is important and would impact Men’s Basketball at its current rate. A summer readiness program has been created for Men’s Basketball. M. Streb went on to say that everything else has been tabled. D. Changnon asked about the MEA (Miscellaneous Expense Allowance) and if the Mid-American Conference has a stated position on that legislation. J. Compher said the Presidential Board of Directors will continue to look at this proposal. The conference was hesitant to come down on either side of the discussion, either as a requirement or something that would put us at a disadvantage. This has been discussed but there has been no conference decision.
IV. Committee Reports

A. Equity-Diversity – D. Tidrick
   No report.

B. Budget – P. Bauer
   No report.

C. Student Wellbeing – D. Changnon
   No report.

D. External Relations – T. Latham
   No report.

V. New Business

A. Intercollegiate Athletics Strategic Plan: 2011-2014
   C. Spears began by saying the plan developed upon J. Compher’s arrival at NIU was
   concluded at the end of June, 2011. Several strategic planning meetings have been held in order to
   develop plans for the next three years. The plan being shared with the Athletic Board today covers
   the 2011-2014 academic years. The Athletic Department continues to build on what was done in
   the previous plan and is seeking to identify more measurable goals. The Athletic Board is one of
   several groups from whom the Athletic Department is seeking input on the strategic plan. The plan
   was presented to the Athletics staff members and it will also be shared with the head coaches, the
   President’s Cabinet, and the Student-Athlete Advisory Council.

   C. Spears went on to say that the plan being shown today is close to a final draft version. He then
   provided a brief overview of the four strategic goals that make up the plan. Certain members of the
   Athletics Department staff were asked to take the lead on the various goals.

   C. Spears reviewed Strategic Goal 1 - *Develop and maintain programs that promote and support
   academic success, expand educational opportunities and recognize academic achievements* and
   Strategic Goal 2 - *Win Mid-American Conference Championships!*
L. Hicks provided the overview for Strategic Goal 3 - **Provide a comprehensive life skills program that emphasizes diversity and equity, community service, personal development, career preparation, and SAAC.** D. Tidrick asked if there is an equity-diversity focus in this area. L. Hicks responded that Athletics wants to make sure it is included in everything rather than giving it its own objective. T. Bishop said if that is the case, Athletics may want to include language in each of the four strategic goals relative to equity-diversity. C. Spears asked J. Mickey to be sure that when the final strategic plan is put together that language is included relative to equity-diversity.

S. Binegar then followed with the overview of Strategic Goal 4 - **Create a positive relationship with the community, specifically targeting alumni, faculty, staff, and students, which fosters increased awareness of and support for NIU Intercollegiate Athletics.** Following her presentation, the question was asked if there has been any discussion given to why fans leave events at halftime. Shelley said that question will be part of a survey that Athletics will be doing. P. Bauer then mentioned the importance of video content on websites. S. Binegar said she has one person on her staff whose job it is to monitor the social media and keep up on YouTube, Twitter, etc. Athletics pages all link to other ones on the University's website.

TJ Lusher then asked if Athletics has considered bringing in a company that specializes in optimization of social media and web presence. She has a contact for such a company that she will pass along to Athletics.

J. Compher asked if Board members have input or feedback on the strategic plan to please let him know.

**VI. Old Business**

**A. FY13 Football Ticket Prices Update**

S. Binegar stated that the HASF kick-off is set for February 15. That is the same day that Athletics will begin renewing Football season tickets. Please note that this year, the Soldier Field game is not part of the season ticket package which it was last year. Also note that we will be paying the same price for the Soldier Field game as the Iowa fans.

For the single game tickets, Athletics will be scaling the house which means that seats in different locations will have a different price.

For the game at Soldier Field, if you are a season ticket holder, for example, and you have four season tickets, you may purchase as many tickets for the Soldier Field game as you wish. However, the first allocation (four tickets to the Soldier Field game) seats will be in good locations. If you ordered additional tickets, they will be allocated once all of the first round has been allocated.
Therefore, if you want your group to all be seated together, you would have to wait until all of the first allocation was completed. The second allocation seats will be in higher locations and not as desirable as all of the first round seats.

The plan will be discussed at the HASF kickoff to alleviate any questions and avoid confusion.

**VII. Announcements / Adjournment**

A. The Huskies won a great bowl game and ended up with three MAC championships last semester – Men’s Soccer, Volleyball, and Football. Trying to build on that momentum in the spring semester. The coaches are not satisfied and will continue to push.

B. Men’s Basketball won their first game and first MAC game last week. Women’s Basketball is struggling but did beat Indiana on their home floor. Gymnastics and Wrestling have also gotten their first win. Indoor Track and Field continues to achieve lots of personal bests.

C. TJ Lusher said it was reported recently that the IRS will be collecting taxes on assistantships and wonders if that will affect the student-athletes’ grants-in-aid. C. Spears said the student-athletes are already taxed on their grants-in-aid.

D. D. Tidrick asked if Athletics knows where it stands with the bowl financials yet. J. Compher said Athletics is still working on that but probably will not make money on it this year.

E. J. Compher reported that three assistant Football coaches have left – Eddie Faulkner, Tom “Tuke” Matukewicz, and Mat Canada. The search for their replacements is underway.

E. Hansen made a motion to adjourn the meeting. S. Sliga seconded the motion. Motion carried unanimously. Meeting adjourned at 2:27pm.

The next meeting of the Athletic Board will be at 1pm Wednesday, February 15, 2012, the location is Holmes Student Center room #406. The executive committee will meet on Wednesday, February 1, 2012, at 1:30pm in the Athletics administration conference room in Convocation Center #200.